

TRA in lines

June 2017 / TRA Newsletter

In this issue



TRA Services

ISSUE
35



(TRA) organized, as every year, Iftar gathering for its employees, which was attended by H.E. Hamad Obaid Al Mansoori, TRA Director General, and H.E. Eng. Majed Sultan Al Mesmar, TRA Deputy Director General for Telecommunication Sector, Mr.Mohammad Al Kitbi, Acting Deputy Director General for Support Service Sector and Mr.Salem AL Hosani Acting Deputy Director General for Information & E-Government Sector.

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The Official UAE Government Portal Presents the Future of the UAE Until 2117.

The official UAE Government Portal (government.ae) presents a pillar that highlights the future milestones of the UAE journey until 2117, within the context of the national vision and the directives of the wise leadership, to work towards creating a future full of happiness, achievement, sustainability and leadership.

The UAE's 'Future' page includes a specific timeline for the UAE's journey during the next decades.

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Year of Giving

TRA celebrated Zayed Humanitarian Work Day, which marks the 19th of Ramadan, by launching a series of charitable initiatives aimed for this occasion.

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WSIS

The UAE official Delegation, headed by TRA, has concluded its participation in the activities of the Forum of the World Summit on the Information Society (WSIS).

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Warns

(TRA) has warned against risks of a new feature of Snapchat for photo messaging called 'the Snap Map'. The TRA noted the risks of providing a map of the users' location unintentionally.

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TRA Heads the UAE's Delegation to WSIS

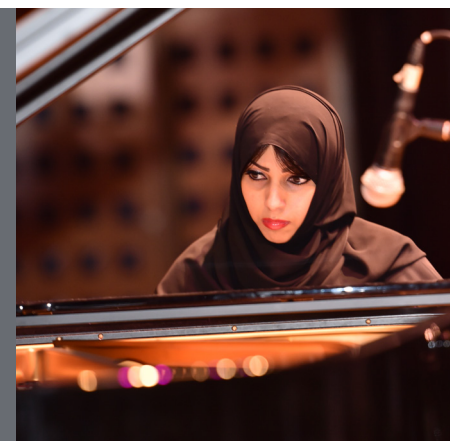
The Telecommunications Regulatory Authority (TRA) is heading the official delegation of United Arab Emirates participating in the World Summit on the Information Society (WSIS), which will be officially launched at the International Telecommunication Union (ITU) Headquarters in Geneva on Monday, June 2017 ,12 and continues until June 2017 ,16.

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KNOW US MORE

Eman Al Hashemiy is an Emirati writer and poet. She has a BS in Human Resources with distinction. She has publications in the UAE Newspaper 'Alroeya'. She is also a pianist and the first UAE female composer for the orchestra, combining the Western and Arabic instruments in pieces of her own composition.





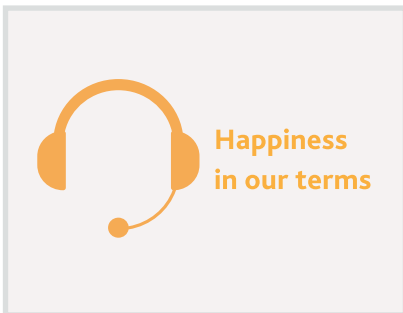
Happiness and positive lifestyle and a government commitment

Customers Happiness newsletter is one of the initiatives of the Customers Happiness Section. It aims to spread awareness on the section's working nature, and to contribute in enhancing and strengthening the concepts of happiness to become a practice, a culture, and a working method in the TRA.



Information

As of May 2017, 30, all customers who dialed 80012 and were not answered in the first attempt due to call pressure, have been contacted in less than 24 hours. This system will be followed in the future as well.



Happiness in our terms

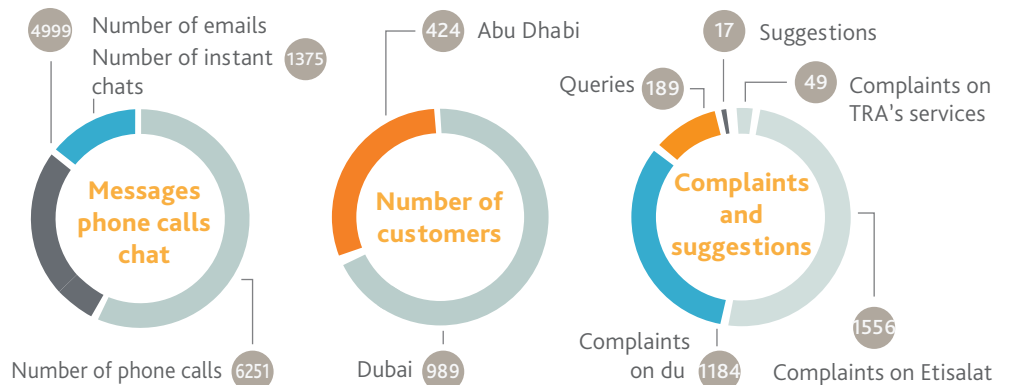
Customer Service Charter: An official document describing the commitment of the federal entity towards its customers, the duties of the customers, and the means of contact and communication.

Service passion: A position where customer service has major importance, and the employees are keen to provide services, motivated by customer satisfaction.

Institutional model: The conceptual structure based on which the organizational structure of the entity is designed.



Performance indicators



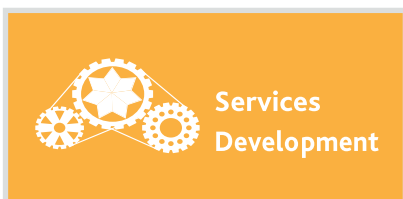
Happiness Indicator

Usage criteria

The usage criteria consists of four main areas, including:

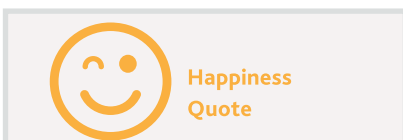
2. Training and application of the customer happiness equation:

- The senior leadership in the federal entity shall adopt all the terms of the equation document and communicate with all categories of customers and employees.
- The federal entity shall educate and train all employees on the customer happiness equation.
- Ensure that all organizational units, customer happiness employees and customer happiness centers apply the terms of this document.
- Raising awareness among the federal entity's customers on the importance of knowing the elements of the equation and their rights and duties.
- Conduct internal awareness workshops for employees as well as the customers, if possible.



Services Development

The Services Improvement/Development Team was restructured in 2017. The improvement inputs from the customer satisfaction surveys issued by the PMO and the internal surveys have been assessed. All services that can be improved have been identified, and are currently being developed based on the Government Services Development Methodology.



Happiness Quote

'The smile creates a new one....
But sadness does not change reality'

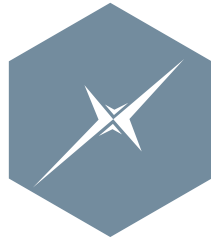


UAE TRA

tra.gov.ae

SERVICES & ACTIVITIES

Service of issuing No-objection on practicing an e-Activity



Issuing a letter of no-objection to conduct electronic activity, whether for websites or social media, in cooperation with the concerned authorities, in three steps and within two working days.



Individuals



Institutions

Certification Service Provider



Issuance of Certification Service Provider license or Notification



Institutions